



# Harry W. De La Rosa

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## Professional Profile

I'm a restless UX designer fusing my intuitive and analytical approach to create compelling user interactions. I love to getting out of my comfort zone and believe this one of the only ways to develop as a professional and human being.

## Education

B.A. in Business Administration  
Saint Leo University  
Saint Leo, FL

## Skills

- Sketch
- Adobe Photoshop
- Adobe Illustrator
- InVision
- Omnigraffle
- Keynote
- Axure
- User Research
- Card Sorting
- Usability Testing
- Design Thinking
- Concept Generation
- Storyboards
- Personas
- User Journeys
- Information Architecture
- Site Maps
- User flows
- Interaction design
- Wire framing
- Rapid Prototyping
- User Interface

## UX Design Experience

### GENERAL ASSEMBLY

January 2016 - March 2016

#### UX Designer in Training

10 week, 500+ hour long immersive UX training program, structured around 5 projects using agile and lean methodologies. Below are three of the projects:

**CityScore, City of Boston:** Worked with the innovation department stakeholders to reimagine the newly launched site measuring the city's performance.

- Conducted user interviews with 17 constituents
- Synthesized comparative analysis, design thinking sketching, a/b testing, iterating and usability testing to prioritize features and designs for the landing page.
- Developed infographics and alternate dashboard views not available before redesign.

**VenmoCares:** Explored the opportunity to introduce a way for Venmo users to send money via their mobile app to causes they care about.

- Synthesized research to use for the affinity mapping, personas, storyboarding and user flow.
- Executed clickable prototypes with InVision and presented a 15 presentation on the design decisions.

**VisaSeek:** Deeply explored the travel industry to develop a native app for travelers to access information on visas, vaccines and advisories for their trip.

- Applied user research practices, interviews, card sorting, personas and sitemaps.
- Led contextual research at travel agencies and visa processing center
- Created brand style guide and adhered to

## Other Experience

### SIMPLE TUITION

October 2014 - November 2015

#### Staff Accountant

Worked within the finance department to ensure the processing of company expenses and tax filings.

- Managed the tax liabilities, cash forecast and expenses of a \$50M company.
- Spearheaded the implementation of a new T & E software saving the organization \$75K annually.

### VISIBLE MEASURES

October 2013 - October 2014

#### Revenue Accountant

- Managed the revenue recognition of all online advertising campaigns as well as served as a liaison from the finance department to other business stakeholders of a \$30M company.